

Strategy, Direction & Culture

Anders Jensen, President & CEO

#EuropeanStreamingChamp



Key takeaways

We are building something unique

We remain relevant through change

Now is the time to take the next step



Our purpose

Telling stories

Touching lives

Expanding worlds



This is us



NENT narrative

Purpose

Telling stories, touching lives,
expanding worlds

Vision

To be the European streaming champion

Employer value proposition

Hit play

Values

Bravery, Equality, Appreciation, Trust



Our way

Purpose

Telling stories, touching lives,
expanding worlds

Vision

To be the European
streaming champion

Focus On Generating Outstanding Experiences

Customers

Telling the most relevant
stories with best in class
discovery

Employees

Attract, retain & develop
the best talent

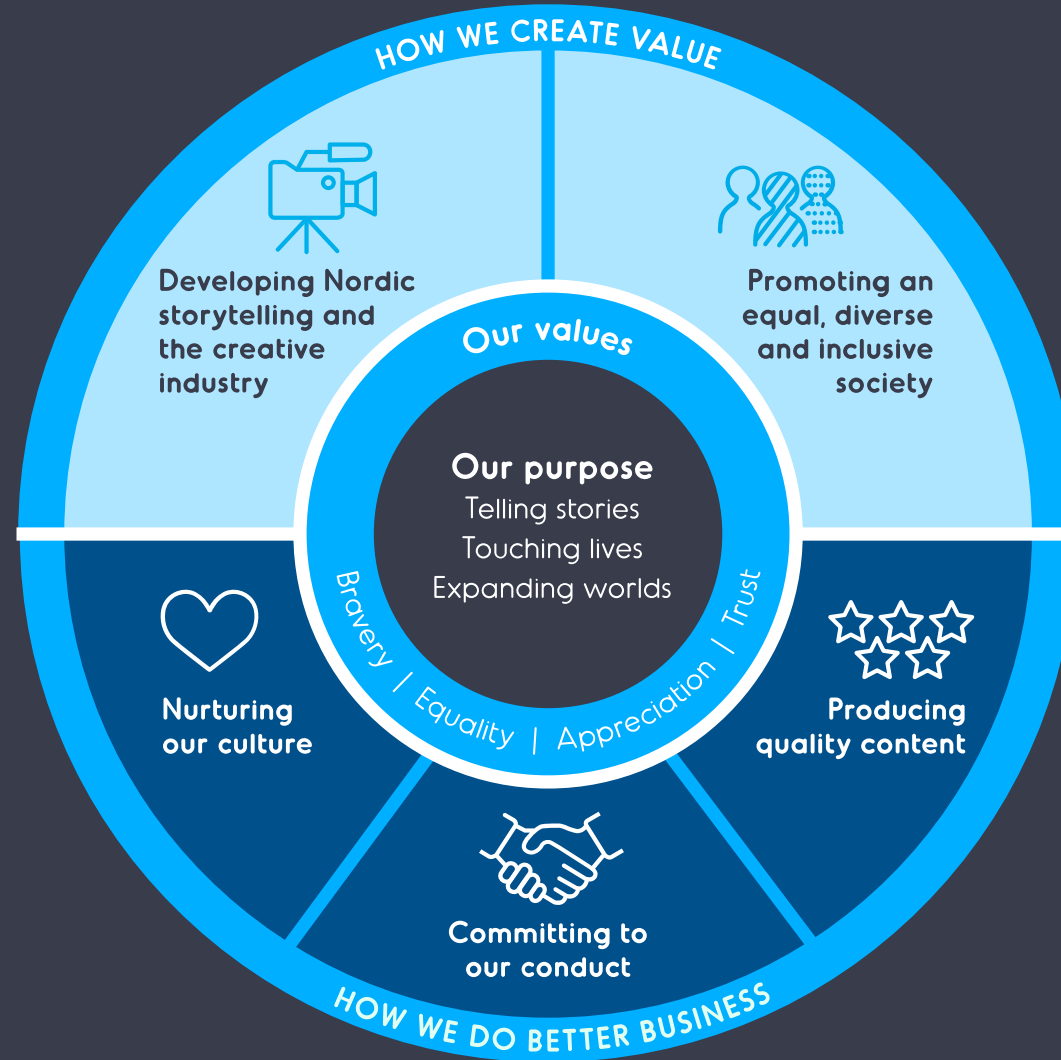
Partners

Open & innovative
win-win partnerships

Sustainability - Culture & Values - Content & Tech - Scale & Focus



A force for good





Stakeholder value is shareholder value



Walking the talk



Viaplay Originals



Hack Days



Diversity



We remain relevant through change

Early move into streaming

Building the right skillset

Focus on original content

New purpose & values

New organisational structure

Portfolio optimisation

International expansion

Time for the next chapter

- Building the European streaming champion
- Growth & margin expansion – The Nordics
- Reinvest & leverage – New markets
- Portfolio optimization



Established leadership positions



Content

Tech

Partnerships

People

New targets

- Organic growth 18-20% CAGR (2020-2025)
- Viaplay base ~10.5 million by end of 2025
- Nordic Viaplay base ~6 million by end of 2025
- Nordic organic growth 13-15% CAGR (2020-2025)
- Nordic EBIT margin* ~15% in 2025
- International Viaplay base ~4.5 million by end of 2025
- International EBIT Accretive to Group in 2025



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